



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract # 325069

Schedule Dates

09/25/12-10/14/12

Advertiser

Pol/B Obama/D/Pre/US (16256)

Agency

Greer, Margolis, Mitchell & Associates (2890)

Product

Political - Federal Candidate (1067)

Brand

1536/OBAMA FOR AMERICA (134148)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

BASSETT, LAURA

Phone/Fax

/

CPE

95/101/1536

Account Types

National/Political

Billing Type

Standard

Comments

OBAMA FOR AMERICA

Date Entered 08/01/12
Last Modified 10/09/12
Entered By Jill Hipskind
CO-OP No
Headline # 06260215
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$25,595.25
Net Total \$145,039.75
Sales Tax

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	119	\$136,165.00
Oct. 2012	24	\$34,470.00
Grand Total:	143	\$170,635.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / Spot	09/25/12-09/28/12	6	:30	5:00 - 5:30A (EST)	3		X	X	X	X			3	\$375.00	\$1,125.00	Charlotte (WSOC)		9/21/12
2.1	Normal Line / Spot	09/25/12-09/28/12	6	:30	6:00 - 6:30A (EST)	2		X	X	X	X			2	\$850.00	\$1,700.00	Charlotte (WSOC)		9/21/12
3.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	7:00 - 8A (EST)	6		X	X	X	X			6	\$775.00	\$4,650.00	Charlotte (WSOC)		9/21/12
4.1	Normal Line / Spot	09/25/12-09/28/12	6	:30	8:00 - 9A (EST)	7		X	X	X	X			1	\$725.00	\$5,075.00	Charlotte (WSOC)		9/21/12
5.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	4:30A - 4:59A (EST)	4		X	X	X	X			1	\$125.00	\$125.00	Charlotte (WSOC)		9/21/12
7.2	Normal Line / Spot	09/29/12-09/29/12	5	:30	6:00 - 8A (EST)							2		2	\$300.00	\$600.00	Charlotte (WSOC)		9/25/12
9.2	Normal Line / Spot	09/29/12-09/29/12	5	:30	8:00 - 9A (EST)							2		2	\$375.00	\$750.00	Charlotte (WSOC)		9/25/12
10.1	Normal Line / Spot	09/30/12-09/30/12	5	:30	6:00 - 7A (EST)								1	1	\$275.00	\$275.00	Charlotte (WSOC)		9/21/12
11.1	Normal Line / Spot	09/30/12-09/30/12	5	:30	7:00 - 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)		9/21/12
12.1	Normal Line / Spot	09/30/12-09/30/12	5	:30	8:00 - 9A (EST)								1	1	\$500.00	\$500.00	Charlotte (WSOC)		9/21/12
13.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	9:00 - 10A (EST)	4		X	X	X	X			1	\$375.00	\$1,500.00	Charlotte (WSOC)		9/21/12
14.2	Normal Line / Spot	09/25/12-09/28/12	5	:30	11:00 - 11A (EST)	4		X	X	X	X			1	\$375.00	\$1,500.00	Charlotte (WSOC)		9/21/12
15.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	12:00 - 12P (EST)	3		X	X	X	X			3	\$550.00	\$1,650.00	Charlotte (WSOC)		9/21/12
16.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	1:00 - 1P (EST)	4		X	X	X	X			1	\$375.00	\$1,125.00	Charlotte (WSOC)		9/21/12

CONFIRMATION CONTRACT

Date:

Accepted-Station:

Accepted-Agency/Advertiser:

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Political - Federal Candidate (1067)

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Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

BASSETT, LAURA

Phone/Fax

/

CPE

95/101/1536

Account Types

National/Political

Billing Type

Standard

Comments

OBAMA FOR AMERICA

08/01/12

Date Entered

10/09/12

Last Modified

Jill Hipsknd

Entered By

CO-OP

NO

Headline #

06260215

Demo

Normal

Package Deal

15.00

Commission %

\$25,595.25

Commission

\$145,039.75

Net Total

\$145,039.75

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Sep. 2012 119

Oct. 2012 24

Grand Total: 143

Spots

\$136,165.00

\$34,470.00

\$170,635.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
17.1	Normal Line / Spot	09/29/12-09/29/12	5	:30	12P-12:30P (EST)							1		1	\$275.00	\$275.00	Charlotte (WSOC)		9/21/12
18.1	Normal Line / Spot	09/30/12-09/30/12	5	:30	12P-12:30P (EST)								1	1	\$275.00	\$275.00	Charlotte (WSOC)		9/21/12
19.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	4P-5P (EST)			X	X	X	X			3	\$875.00	\$2,475.00	Charlotte (WSOC)		9/21/12
20.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	5P-5:30P (EST)			X	X	X	X			6	\$850.00	\$5,100.00	Charlotte (WSOC)		9/21/12
21.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	5:30P-6P (EST)			X	X	X	X			6	\$875.00	\$5,250.00	Charlotte (WSOC)		9/21/12
22.1	Normal Line / Spot	09/25/12-09/28/12	5	:30	6P-6:30P (EST)			X	X	X	X			7	\$1,100.00	\$7,700.00	Charlotte (WSOC)		9/21/12
23.2	Normal Line / Spot	09/29/12-09/29/12	5	:30	7P-7:30P (EST)							1		1	\$490.00	\$490.00	Charlotte (WSOC)		9/21/12
24.1	Normal Line / Spot	09/30/12-09/30/12	5	:30	6P-6:30P (EST)								1	1	\$1,000.00	\$1,000.00	Charlotte (WSOC)		9/21/12
25.1	Normal Line / Spot	09/25/12-09/28/12	4	:30	6:58P-7:30P (EST)			X	X	X	X			4	\$1,200.00	\$4,800.00	Charlotte (WSOC)		9/21/12
26.1	Normal Line / Spot	09/25/12-09/28/12	4	:30	7:30P-7:56P (EST)			X	X	X	X			4	\$1,200.00	\$4,800.00	Charlotte (WSOC)		9/21/12
27.1	Normal Line / Spot	09/29/12-09/29/12	5	:30	7P-8P (EST)							1		1	\$500.00	\$500.00	Charlotte (WSOC)		9/21/12
29.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	8P-10P (EST)		1							1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		9/21/12
30.1	Normal Line / Spot	09/25/12-09/25/12	5	:30	10P-11P (EST)								1	1	\$5,600.00	\$5,600.00	Charlotte (WSOC)		9/21/12
31.1	Normal Line / Spot	09/26/12-09/26/12	5	:30	9P-9:30P (EST)							1		1	\$7,500.00	\$7,500.00	Charlotte (WSOC)		9/21/12

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National/Political

Billing Type

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OBAMA FOR AMERICA

08/01/12

10/09/12

Jill Hipskind

No

06260215

Normal

15.00

\$25,595.25

\$145,039.75

Charlotte (WSOC)

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Oct. 2012 \$34,470.00

Grand Total: \$170,635.00

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Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
32.1	Normal Line / Spot	09/27/12-09/27/12	5	:30	10P-11P (EST)					1				1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		9/21/12
33.1	Normal Line / Spot	09/28/12-09/28/12	5	:30	9P-10P (EST)						1			1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		9/21/12
34.1	Normal Line / Spot	09/28/12-09/28/12	5	:30	10P-11P (EST)						1			1	\$3,700.00	\$3,700.00	Charlotte (WSOC)		9/21/12
35.2	Normal Line / Spot	09/30/12-09/30/12	6	:30	8P-9P (EST)								1	1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		9/21/12
36.2	Normal Line / Spot	09/30/12-09/30/12	5	:30	9P-10P (EST)								1	1	\$6,500.00	\$6,500.00	Charlotte (WSOC)		9/21/12
37.1	Normal Line / Spot	09/25/12-09/28/12	4	:30	11P-11:35P (EST)	6		X	X	X	X			6	\$1,200.00	\$7,200.00	Charlotte (WSOC)		9/21/12
38.1	Normal Line / Spot	09/30/12-09/30/12	4	:30	11P-11:35P (EST)								1	1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		9/21/12
39.1	Normal Line / Spot	09/29/12-09/29/12	4	:30	11:30P-12:05A (EST)								1	1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		9/21/12
40.1	Normal Line / Spot	09/25/12-09/27/12	5	:30	11:35P-12:02A (EST)	3		X	X	X				3	\$2,500.00	\$7,500.00	Charlotte (WSOC)		9/21/12
41.2	Normal Line / Spot	09/29/12-09/29/12	5	:30	8P-11:30P (EST)								3	3	\$775.00	\$2,325.00	Charlotte (WSOC)		9/21/12
44.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	7A-8A (EST)	2	X							2	\$725.00	\$1,450.00	Charlotte (WSOC)		9/21/12
45.1	Normal Line / Spot	10/01/12-10/01/12	6	:30	8A-9A (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		9/21/12
47.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	10A-11A (EST)	1	X							1	\$875.00	\$875.00	Charlotte (WSOC)		9/21/12
49.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	5:30P-6P (EST)	1	X							1	\$875.00	\$875.00	Charlotte (WSOC)		9/21/12

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95/101/1536

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OBAMA FOR AMERICA

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Jill Hipskind

Entered By

No

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06260215

Headline #

Normal

Order Type

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Package Deal

\$25,595.25

Commission %

\$145,039.75

Commission

Net Total

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Sep. 2012 119

Oct. 2012 24

Grand Total: 143

Rate \$136,165.00

\$34,470.00

\$170,635.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
50.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	6P- 6:30P (EST)	1	X							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		9/21/12
51.1	Normal Line / Spot	10/01/12-10/01/12	6	:30	6:58P- 7:30P (EST)	1	X							1	\$1,700.00	\$1,700.00	Charlotte (WSOC)		9/21/12
52.1	Normal Line / Spot	10/01/12-10/01/12	4	:30	7:30P- 7:58P (EST)	1	X							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/21/12
53.1	Normal Line / Spot	10/01/12-10/01/12	4	:30	11P- 11:35P (EST)	1	X							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		9/21/12
54.1	Normal Line / Spot	10/01/12-10/01/12	5	:30	11:35P- 12:02A (EST)	1								1	\$500.00	\$500.00	Charlotte (WSOC)		9/21/12
55.1	Normal Line / Spot	09/28/12-09/28/12	5	:30	12:05A- 12:35A (EST)								1	1	\$500.00	\$500.00	Charlotte (WSOC)		9/21/12
56.0	Normal Line / Spot	09/25/12-09/28/12	6	:30	5:30A- 6A (EST)	2		X	X	X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		9/21/12
57.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	6:30A- 7A (EST)	3		X	X	X	X			3	\$850.00	\$2,550.00	Charlotte (WSOC)		9/21/12
58.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	5P- 5:30P (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)		9/21/12
59.0	Normal Line / Spot	09/27/12-09/28/12	6	:30	5A- 5:30A (EST)	1					X	X		1	\$375.00	\$375.00	Charlotte (WSOC)		9/25/12
60.0	Normal Line / Spot	10/01/12-10/01/12	6	:30	5A- 5:30A (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		9/25/12
61.0	Normal Line / Spot	09/27/12-09/28/12	6	:30	6A- 6:30A (EST)	2					X	X		2	\$850.00	\$1,700.00	Charlotte (WSOC)		9/25/12
62.0	Normal Line / Spot	10/01/12-10/01/12	6	:30	6A- 6:30A (EST)	1	X							1	\$850.00	\$850.00	Charlotte (WSOC)		9/25/12
63.0	Normal Line / Spot	09/27/12-09/28/12	5	:30	7A- 8A (EST)	1					X	X		1	\$775.00	\$775.00	Charlotte (WSOC)		9/25/12

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Date:

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Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name BASSETT, LAURA
Phone/Fax /
CPE 95/101/1536
Account Types National/Political
Billing Type Standard
Comments OBAMA FOR AMERICA

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Last Modified 10/09/12
Entered By Jill Hipskind
CO-OP No
Headline # 06260215
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By Broadcast Month
Sep. 2012 119 \$136,165.00
Oct. 2012 24 \$34,470.00
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64.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	7A- 8A (EST)	1	X							1	\$775.00	\$775.00	Charlotte (WSOC)		9/25/12
65.0	Normal Line / Spot	09/27/12-09/28/12	6	:30	8A- 9A (EST)	1				X	X			1	\$725.00	\$725.00	Charlotte (WSOC)		9/25/12
66.0	Normal Line / Spot	10/01/12-10/01/12	6	:30	8A- 9A (EST)	1	X							1	\$725.00	\$725.00	Charlotte (WSOC)		9/25/12
67.0	Normal Line / Spot	09/27/12-09/28/12	5	:30	11A- 12P (EST)	1				X	X			1	\$550.00	\$550.00	Charlotte (WSOC)		9/25/12
68.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	11A- 12P (EST)	1	X							1	\$550.00	\$550.00	Charlotte (WSOC)		9/25/12
69.0	Normal Line / Spot	09/27/12-09/28/12	5	:30	12P- 1P (EST)	1				X	X			1	\$375.00	\$375.00	Charlotte (WSOC)		9/25/12
70.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	12P- 1P (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		9/25/12
71.0	Normal Line / Spot	09/27/12-09/28/12	5	:30	4P- 5P (EST)	1				X	X			1	\$825.00	\$825.00	Charlotte (WSOC)		9/25/12
72.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	4P- 5P (EST)	1	X							1	\$825.00	\$825.00	Charlotte (WSOC)		9/25/12
73.0	Normal Line / Spot	09/27/12-09/28/12	6	:30	5:30A- 6A (EST)	2				X	X			2	\$375.00	\$750.00	Charlotte (WSOC)		9/25/12
73.0	Normal Line / Spot	10/01/12-10/01/12	6	:30	5:30A- 6A (EST)	1	X							1	\$375.00	\$375.00	Charlotte (WSOC)		9/25/12
75.0	Normal Line / Spot	09/27/12-09/28/12	5	:30	6:30A- 7A (EST)	1				X	X			1	\$850.00	\$850.00	Charlotte (WSOC)		9/25/12
75.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	6:30A- 7A (EST)	1	X							1	\$850.00	\$850.00	Charlotte (WSOC)		9/25/12
77.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	3:30P- 7P (EST)								3	3	\$1,600.00	\$4,800.00	Charlotte (WSOC)		9/25/12

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Comments:

Date:

Accepted Station:

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Accepted Agency/Advertiser

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Oct. 2012 24 \$34,470.00
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78.0	Normal Line / Spot	09/27/12-09/27/12	5	:30	9P- 10P (EST)	1				1				1	\$6,500.00	\$6,500.00	Charlot (WSOC)		9/25/12
79.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	10:01P- 666 PARK AVENUE	1							1	1	\$5,500.00	\$5,500.00	Charlot (WSOC)		9/25/12
80.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	7:30P- 8P (EST)	1						1		1	\$500.00	\$500.00	Charlot (WSOC)		9/25/12
81.0	Normal Line / Spot	10/14/12-10/14/12	4	:30	8P- 9P (EST)	1							X	1	\$8,000.00	\$8,000.00	Charlot (WSOC)		10/9/12
82.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	10P- 11P (EST)	1							X	1	\$5,000.00	\$5,000.00	Charlot (WSOC)		10/9/12
83.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	11:37P- HOT TOPICS	1							X	1	\$195.00	\$195.00	Charlot (WSOC)		10/9/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comment:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.